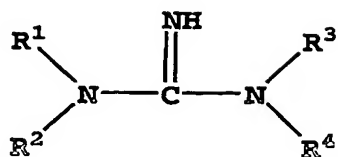


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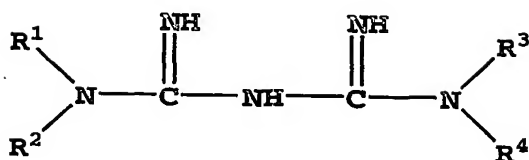
## THE CLAIMS DEFINING THE INVENTION ARE AS FOLLOWS:

1. A method of bleaching a cellulosic material comprising contacting the cellulosic material with a bleaching agent  
5 selected from peroxide, oxygen, ozone or a mixture thereof, in the presence of a substituted guanidine-based additive.
2. The method of claim 1, wherein the substituted  
10 guanidine-based additive is selected from the group consisting of alkyl-, alkenyl-, alkynyl- and aryl-guanidines or derivatives thereof, imino-, cyano-, sulfonyl-, halo-, hydroxyl-, alkoxy- and acyl- guanidines and derivatives thereof, and salts thereof.
3. The method of claim 1 or claim 2, wherein the  
15 substituted guanidine-based additive is in the form of a salt.
4. The method of any one of claims 1 to 3, wherein the substituted guanidine-based additive is an alkyl guanidine, acyl guanidine or an alkyl acyl guanidine.
- 20 5. The method of claim 4 wherein the substituted guanidine-based additive is a monoguanidine.
6. The method of any one of claims 1 to 5, wherein the substituted guanidine-based additive is substituted by one or more substituents selected from alkyl, alkenyl,  
25 alkynyl, aryl, hydroxyl, alkoxy and halo.
7. The method of claim 1, wherein the substituted guanidine-based additive is of Formula I, Formula II or Formula III:

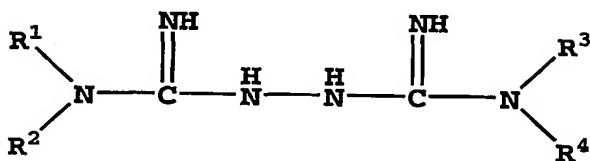
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Formula I



Formula II



Formula III

5 wherein

$\text{R}^1$  is selected from the group consisting of alkyl or a derivative thereof, alkenyl or a derivative thereof, alkynyl or a derivative thereof, aryl or a derivative thereof, imino or a derivative thereof, cyano, halo, sulfonyl, hydroxyl, alkoxy or a derivative thereof, and acyl or a derivative thereof; and

$\text{R}^2$  to  $\text{R}^4$  are each independently selected from the group consisting of H, alkyl or a derivative thereof, alkenyl or a derivative thereof, alkynyl or a derivative thereof, aryl or a derivative thereof, imino or a derivative thereof, cyano, halo, sulfonyl, hydroxyl, alkoxy or a derivative thereof, and acyl or a derivative thereof.

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8. The method of any one of claims 1 to 7, wherein the bleaching agent includes peroxide.

9. The method of any one of claims 1 to 8, comprising contacting the cellulosic material with a bleaching agent  
5 in the presence of a peroxy acid precursor.

10. The method of claim 9, wherein the peroxy acid precursor is selected from O-acyl peroxy acid precursors, N-acyl peroxy acid precursors and cationic peroxy acid precursors.

10 11. A bleach activator composition for use in bleaching cellulosic material, the bleaching activator composition comprising a substituted guanidine-based compound and one or more components selected from the group consisting of stabilisers, buffers and formulating agents.

15 12. The composition of claim 11, wherein the substituted guanidine-based compound is selected from the group consisting of alkyl-, alkenyl-, alkynyl- and aryl-guanidines or derivatives thereof, imino-, cyano-, sulfonyl-, halo-, hydroxyl-, alkoxyl- and acyl- guanidines  
20 and derivatives thereof, and salts thereof.

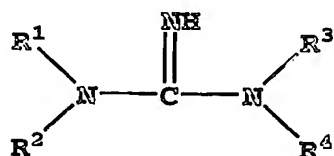
13. The composition of claim 11 or claim 12, wherein the substituted guanidine-based compound is in the form of a salt.

25 14. The composition of any one of claims 11 to 13, wherein the substituted guanidine-based compound is an alkyl guanidines, acyl guanidine or an alkyl acyl guanidine.

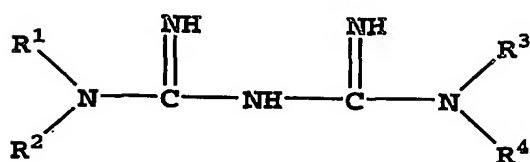
15. The composition of claim 14 wherein the substituted guanidine-based compound is a monoguanidine.

30 16. The composition of any one of claims 11 to 15, wherein the substituted guanidine-based compound is substituted by one or more substituents selected from alkyl, alkenyl, alkynyl, aryl, hydroxyl, alkoxyl and halo.

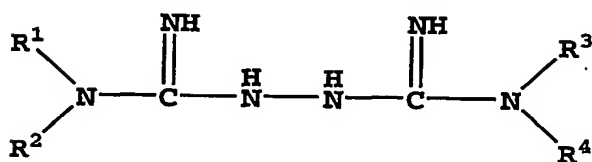
17. The composition of claim 11, wherein the substituted guanidine based compound is of Formula I, Formula II or Formula III:



Formula I



Formula II



Formula III

5

wherein

$\text{R}^1$  is selected from the group consisting of alkyl or a derivative thereof, alkenyl or a derivative thereof, alkynyl or a derivative thereof, aryl or a derivative thereof, imino or a derivative thereof, cyano, halo, sulfonyl, hydroxyl, alkoxy or a derivative thereof, and acyl or a derivative thereof; and

$\text{R}^2$  to  $\text{R}^4$  are each independently selected from the group consisting of H, alkyl or a derivative thereof, alkenyl or a derivative thereof, alkynyl or a derivative thereof, aryl or a derivative thereof, imino or a derivative thereof, cyano, halo, sulfonyl, hydroxyl, alkoxy or a derivative thereof, and acyl or a derivative thereof.

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18. The composition of any one of claims 11 to 17,  
comprising a peroxy acid precursor.

19. The composition of any one of claims 11 to 18 wherein  
the composition is in the form of a solution, concentrate  
5 or solid.

20. Use of a substituted guanidine-based compound as an  
additive in a cellulosic material bleaching process.

Dated this 19th day of March 2004

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By their Patent Attorneys

GRIFFITH HACK

Fellows Institute of Patent and

15 Trade Mark Attorneys of Australia